

# **DYNAMIC TRACKING, ANALYSIS AND ACQUISITION OF E-COMMERCE ADVERTISING CHANNELS FOR TOLL-FREE MARKETS**

## **Abstract**

The present invention assists the critical real-time decision making required to make important decision on bidding on various customer procurement commodities in a telephonic sales market. The invention provides dynamic pricing as a function of Internet or other types of advertisement costs for the telephonic market. In a preferred embodiment, the present invention is a virtual or physical e-commerce application with an interface connected to the telephonic routing system. A tracking identifier is used with an advertisement, usually a web-based ad, and routed via the vendor to the analysis and procurement system to measure advertising channel effectiveness. A pool of bidders can analyze the tracking data for effective and bid and procure an automated or manual 1800 sales call from a consumer based on a number of factors.